

Fashion Calendar

1949

APRIL
4
1949
FILE

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, APRIL 1, 1949</u>			
Now Showing	OPENING OF SUMMER COLLECTION OF DRESSES	TED BROWN, INC.	1400 BROADWAY SHOWROOM - 8TH FL.
	Opening of Ted Brown's collection of new and original dresses in a variety of novelty fabrics for Summer. Contact: Ted Brown, PE. 6-2642.		
Friday April 1 1:00 P.M. Luncheon	SHOWING OF DIOR'S AMERICAN COLLECTION	CHRISTIAN DIOR -- NEW YORK	HOTEL PIERRE COTILLION ROOM
	Luncheon showing sponsored by the Goddard Neighborhood Center, presenting Dior's first American designed collection. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.		
Friday April 1 7:30 P.M.	"IS THERE A MORAL CODE IN PUBLICITY?" "What Is Good Publicity? .. Bad Publicity? .. When, Why and How to Withhold Publicity" -- Speakers: Herbert Askwith, who has his own Public Relations Agency; Milton M. Enzer, Asst. to Pres., Yale and Towne Mfr. Co.; Julie Medlock, Public Relations Consultant. Each lecture: \$1.00 (for members only). Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Saturday April 2 11:00 A.M.	OPENING OF YOUNG DEB CENTER	GIMBELS	4TH FLOOR
	Teen fashions for Easter will be presented at the opening of Gimbels Young Deb Center. Ezra Stone and some of cast of "At War With The Army" will be special guests. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Saturday April 2 1:00 P.M. Luncheon	BENEFIT SHOWING: SPRING AND SUMMER FASHIONS	MARIE-YATES, INC. (41 WEST 57TH ST.)	HOTEL ASTOR GRAND BALLROOM
	Benefit fashion show for Jack and Beatrice Hunter League with gowns by Marie-Yates, Inc.; furs by M. Weinstein, Inc.; hats by Rose Saphire; hairstyles by Guro; bags by Tyrolean. Tickets: \$6.50; contact: Mrs. Fastenberg, MO. 9-5693. Commentator: Ruth Taylor. Publicity: Herbert Lannard, WA. 3-5396.		
<u>WEEK BEGINNING MONDAY, APRIL 4, 1949</u>			
Monday April 4 10:00 A.M.	"FASHIONS IN CANVAS" SHOWING FOR PRESS	JOHN GREY (350 SEVENTH AVE.)	HOTEL STATLER MEZZANINE
	John Grey's new collection of Fall fur models in canvas will be presented to the press. Attendance by invitation. Contact: John Grey, PE. 6-6956.		
Monday April 4 6:00 P.M.	SHOWING OF WOMEN'S EASTER FASHIONS	GIMBELS	3RD FLOOR
	Gimbels will present a collection of women's fashions for Spring. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 4 7:30 P.M.	"SELLING YOURSELF"-- ADVERTISING COURSE Grace Eden, Director of the John Robert Powers Home Course, will discuss "You: What Impression Do You Make On Others", Dorothy Digman, Account Executive for N. W. Ayer & Son, Inc. will speak on "Jobs In Advertising for Women". This will be the last lecture this season in the Survey of Advertising Course. Admission free for members of Advertising Women of N.Y.; \$1.00 for each guest. Contact: Margaret Stark, Chairman, I.U. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Monday April 4- April 7	INTERNATIONAL BEAUTY SHOW FOR 1949 Hairstyle forecasts for Spring and Summer 1949, with ten styles covering all ages of customers, from teens to matrons. New styles will be created by eight guest artists: Anthony Colletti, Virginia Marold, Jack Le Goms, Stanley, Caruso, May di Zazzo, Sandra Fields, Michel of Paris. Tickets: \$1.20 to \$3.30. Managing Director: Joseph Byrne. Publicity: Lucille Egelhoff, BU. 8-5948.	INTERNAT'L BEAUTY SHOW (19 WEST 44TH STREET)	GRAND CENTRAL PALACE LEX. & 45TH STREET
Monday April 4- April 5	EASTER "ACCESSOSCOPE" SHOW IN PHILADELPHIA The "Accessoscope" showing of Coro Jewelry and Glentex Scarfs will be presented at 11:00 A.M. and 3:00 P.M. on Monday, April 4 and Tuesday, April 5 at Gimbel's, Philadelphia. (This is a consumer version of the show presented to the press on Jan. 10 in N.Y.). Coordinator and Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	GIMBELS PHILADELPHIA
Beginning Monday April 4- April 16	FASHION DOLLS ON EXHIBITION Cross section from a collection of over 1,000 dolls from 12th Century Peruvian Pre-Incan types to the 20th Century, dressed in authentic American, European and Oriental costumes. Open to public. Contact: Dorothy Tyrolier, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday April 5 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Zachary Bogert's 1949 collection of Summer clothes for street, resort, play and evening wear will be presented during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Publicity for Cotton Shop: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 5 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Sydell will present suits, dresses, cocktail and evening fashion for Spring and Summer at a show for the benefit of the Forest Hills Women's Division of the Jewish Center. Hats from John Frederics. For tickets: Contact Mrs. Guterman, BO. 8-9334. Publicity: Rosamond Hanscom, TE. 8-8000.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday April 5 2:30 P.M.	HENRY ROSENFIELD'S SUMMER FASHIONS Henry Rosenfeld toasts navy for Summer with his newest crisp collection, to be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 6 11:00 A.M. Luncheon	SHOWING OF FASHIONS FOR THE BRIDE Altman's will present a bridal fashion show in cooperation with Mademoiselle Magazine. (Note change in time). Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 6 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOW "Ode to Spring" -- Dein Bacher will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Dein Bacher Contact: Winsome Courtney, PL. 9-5913. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 6 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Nettie Rosenstein's fashions for Spring will be presented during luncheon, for the benefit of the Generosity Thrift Shop. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publ.: Mrs. Herbert MacGrey Hanscom, TE.8-8000.	NETTIE ROSENSTEIN	HOTEL PIERRE COTILLION ROOM
Wednesday April 6 11:00 P.M. Supper Dance	DEGAS PAINTINGS: GOWNS BY CEIL CHAPMAN Ceil Chapman has created a group of 20 gowns, inspired by the pastel portraits of the French Impressionist painter Degas. This is being held in conjunction with the loan exhibition of Degas paintings at the Wildenstein Gallery, for the benefit of the N.Y. Infirmary. These gowns will be presented by society women in a special tableau during a Spring supper dance, following an invitation preview of the exhibition. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. (The Degas exhibition will be open to the public at the Wildenstein Gallery, 19 East 64th St., 10:00 A.M. to 5:30 P.M. from April 7 until May 14. Admission: 60¢, with all proceeds for N.Y. Infirmary.	FOR BENEFIT OF N.Y. INFIRMARY	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 6- April 7	THIRTY-FIRST ANNUAL CONVENTION The National Knitted Outerwear Association will hold its 31st annual convention with board meetings, on April 6, and the annual luncheon and dinner on April 7. Contact: Nat'l Knitted Outerwear, Ass'n., MU.3-7520.	NATIONAL KNITTED OUTERWEAR, ASS'N.	WALDORF-ASTORIA
Thursday April 7 11:15 A.M.	NEW HAIR STYLES BY GUILLAUME OF PARIS Lenthaleric will invite the press to see new hair styles by Guillaume of Paris. Attendance by invitation only. Publ.: Kay Inglis-Jones, PL.3-6300.	SALON LENTHERIC	5TH AVE. & 53RD ST. 2ND FLOOR
Thursday April 7 12:30 P.M. Luncheon	"SPRING IS IN THE 'HAIR'" LUNCHEON With the first breath of Spring, Hughes is introducing "Breath-taking" new designs and materials for brushes at a luncheon for the newspaper and magazine press. Attendance by invitation only. Publicity: Pauline Parker, CH. 4-3000.	TEK HUGHES, INC.	HOTEL PIERRE ROOF GARDEN
Cancelled April 7	THE LUNCHEON SHOWING BY PRESENTS UNLIMITED, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 7, AT 1:00 P.M. AT HOTEL PLAZA, HAS BEEN CANCELLED.		

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Thursday April 7 1:00 P.M. Luncheon	SPRING AND SUMMER SPORTSWEAR AT LUNCHEON Sport and Travel will present suedes, tweeds, worsteds, pure silks, cottons for travel and resort wear. Press by invitation. Public by reservation. Contact: PL. 9-3000, Ext. 176. Sport and Travel Contact: Zita Plaut, PL. 8-0881. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	SPORT AND TRAVEL (511 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday April 7 4:00 P.M. Cocktails	PRESS SHOWING OF SUMMER COTTON DRESSES Nali-Bee will present a press showing of moderately priced daytime cottons for summer. (Note Change of Date). By invitation only. Publicity: Marion Ostroff, PE. 6-5520.	NALI-BEE DRESS CO. (H.J. NALIBOTSKY CO.)	1350 BROADWAY ROOM 1611
Friday April 8 7:00 P.M. Dinner	ANNUAL SPRING DINNER AND DANCE "Through The Looking Glass" is the theme for the Advertising Women's Dinner-Dance. There will be gift boxes, guest prizes and door prizes. Reservations: \$12.50. Contact: Mary Heeren, PL. 7-4800.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR GRAND BALLROOM
Saturday April 9- April 24 10:00 A.M.- 10:00 P.M.	OPENING OF GERMAN EXHIBITION A complete German industry show, under the direction of the Military Governments of the U.S., Great Britain and France, to demonstrate what is being done in Western Germany to bring about economic recovery. The fashion exhibit will consist of textiles, ready-to-wear, leather goods, jewelry, and other accessories. Admission: 50¢. Publicity: Mr. H.A. Rhoades, CI. 7-7000, Ext. 3417.	MILITARY GOVERNMENT-- GERMAN EXHIBITION	NEW YORK MUSEUM OF SCIENCE & INDUSTRY
Saturday April 9 2:00 P.M.	ARMY DAY PARADE Route: Fifth Avenue from 90th Street to 64th Street. Reviewing Stand: Fifth Avenue at 67th Street.		
April 10	PALM SUNDAY.		
Week Of April 10	HOLY WEEK No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Ritz Carlton, Waldorf-Astoria, Pierre.		
April 11- April 17	NATIONAL TRIMMED DRESS WEEK. Publicity: Edwin Lee Associates, MU. 8-0014.		
Wednesday April 13 1:00 P.M. Luncheon	MILLINERY SHOW AT LUNCHEON Ish-ti-opi, the American-Indian designer, will celebrate the premiere of the opening of his millinery salon with a luncheon show at the Hotel Plaza. Press by invitation. Public by reservation. Contact: PL. 9-3000, Ext. 176. Ish-ti-opi and Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ISH-TI-OPI, INC. (22 EAST 67TH ST.)	HOTEL PLAZA TERRACE ROOM
Cancelled April 14	THE LUNCHEON SHOWING BY RUSSEKS FIFTH AVENUE, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 14 AT 1:00 P.M. AT THE HOTEL PLAZA HAS BEEN CANCELLED.		
April 14	HOLY THURSDAY.		
April 14	FIRST DAY OF JEWISH PASSOVER. (Thursday).		
April 15	GOOD FRIDAY.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 16	OPENING OF PALISADES AMUSEMENT PARK, PALISADES, NEW JERSEY. Publicity: Max Rosey, Bert Nevins, Inc., WI. 7-9715.		
April 17	EASTER SUNDAY.		
Tuesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING "A Coordinated Story Of The New Fabrics". Speaker: Jeanne Pierre, Chmn., Fabrics Division, who will report on the fabric market. On the screen, there will be sketches made by 30 designers especially for the Fashion Group, and inspired by new fabrics. There will also be a display of new fabrics; and a mimeographed summary of new finishes. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (limited to one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday April 19 1:00 P.M. Luncheon	EXERCISE DEMONSTRATION AND FASHION SHOW Showing of exercises by Nicholas Kounovsky with fashions from leading stores and designers. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext, 20. Publicity for Nicholas Kounovsky: Mary Marsh, PL. 9-2675. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	NICHOLAS KOUNOVSKY- LEADING DESIGNERS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 19 4:30 P.M.- 6:00 P.M.	CELEBRATION OF NAT'L DISTRIBUTION OF "TIDE" Proctor & Gamble will celebrate the national distribution of its washing product "Tide". Speaker will be a representative of Proctor & Gamble. For household editors, by invitation only. (Note change of date). Publicity: Nellie-Mae Leonard, Verne Burnett Associates, MU. 7-9030.	PROCTOR & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday April 21 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW "Hairstyles To Go With Summer Fashions" -- will be presented by Berthold at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Berthold Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	BERTHOLD (22 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
Thursday April 21 3:30 P.M.- 6:00 P.M.	NEW STERLING PATTERN & PARIS LACE ORIGINALS The International Silver Company will introduce their new Sterling pattern, "Queen's Lace" at a showing of Paris lace originals and market adaptations. For press and retailers, by invitation only. Publicity: Dora Miller, LO. 3-4285.	INTERNATIONAL SILVER COMPANY	WALDORF-ASTORIA PERROQUET SUITE
April 24	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Sunday). (Move clocks back one hour)		
April 25- April 30	TWELFTH ANNUAL NATIONAL DOUGHNUT WEEK. Publicity: Eileen Kassel, National Doughnut Week Committee, WI. 7-9715.		
Tuesday April 26 1:00 P.M. Luncheon	BENEFIT SHOW: SPRING AND SUMMER FASHIONS Fashion show for benefit of Hebrew Children's Home, with a presentation of Spring and Summer custom-order fashions by Sydell. Tickets: \$7.50; contact: Mrs. A. F. Carman, JE. 7-3171. Sydell contact: PL. 8-0892.	SYDELL	HOTEL ASTOR BELVEDERE ROOM

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Tuesday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM
	The St. Louis Fashion Creators will present Summer fashions during a luncheon show. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for St. Louis Creators: Joan Gardner, 818 Olive St., St. Louis. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Thursday April 28 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a ready-to-wear luncheon meeting. Details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
Thursday April 28 1:00 P.M. Luncheon	SUMMER SHEERS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
	Russeks will present a showing of Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Helen Moran, WI. 7-1900. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
May 1	MAY DAY (Sunday).		
May 1	NATIONAL BABY WEEK (May 1 - May 7).		
Tuesday May 3 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
	Sydel will present Summer fashions at a show for the benefit of the Junior League of the Bread Donor Nursery. Tickets: \$6.00. Contact: Mrs. Volk, SC. 4-3290. Sydel contact: PL. 8-0892.		
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Showing of Summer fashions will be presented during luncheon by Arnold Constable. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Sunday May 8	MOTHER'S DAY Theme: "Everybody's in Love with Mom!"		
Monday May 9 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
	Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK	COTTON-TEXTILE INSTITUTE, INC.	THROUGHOUT THE COUNTRY
	The nineteenth Annual National Cotton Week is sponsored jointly by the Cotton-Textile Institute and National Cotton Council. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Publicity: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.		

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Tuesday May 10- May 13	EIGHTEENTH NATIONAL PACKAGING CONFERENCE National Packaging Conference and Exposition with more than 200 manufacturers of machinery, equipment, material, supplies and services displaying their products to show new developments in packaging, production and marketing operations. There is no admission charge for the exposition. Fee for conference: \$4.00 to \$12.00. Contact: American Management Ass'n., 330 West 42nd Street, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY NEW JERSEY
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Ann Rabin, MU. 8-3823. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MARGARET NEWMAN	WALDORF-ASTORIA SERT ROOM
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: \$6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.	CAMP LEAGUE FOR UNDER- PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING The Fashion Group will have a Home Furnishings luncheon meeting. More details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
May 15	STRAW HAT DAY (Sunday).		
Monday May 16 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Showing of Summer fashion by Marie-Yates for benefit of Camp Nyda (for diabetic children). Hats from Dorothy Gordon. Tickets: \$10.00. Contact: Mrs. Pommer, EN. 2-2485.	MARIE-YATES	WALDORF-ASTORIA SERT ROOM
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	FIRST NATIONAL CHILDREN'S EXPOSITION "Our Children's World" National Exposition will present modern and successful techniques in care, feeding, training, clothing and play for children, from infants to the age of twelve. There will be exhibits of infants' and children's apparel and products; a continuous program of entertaining and instructive movies, lectures and demonstrations. The Infants', Children's and Teens' Wear Buyers' Association will conduct a consumer preference survey, with demonstrations on "How to Select Proper Infants' and Children's Clothing". Admission: 60¢. Publicity: Horace L. Lyon, PL. 9-8559.	"OUR CHILDREN'S WORLD"	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
	Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard C. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Association. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.		
Tuesday May 17- May 19	ANNUAL TOILET GOODS CONVENTION	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
	The presentation of the Charles S. Welch Awards for Packaging, Merchandising and Advertising will highlight the opening day. There will be business meetings and luncheon meetings on all three days for members and non-members. The Scientific Section of the T.G.A. under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the convention to discuss current technical developments and problems. General meetings will consider such problems of the industry as the latest development in packaging, merchandising, advertising, publicity and marketing research. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.		
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks will present a showing of Summer cottons during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 E. 57 ST.)	HOTEL ASTOR BALLROOM
	Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20; evening showing: \$1.80. Contact: Elizabeth Wenig, PL.8-2943.		
May 21	NATIONAL FOOT HEALTH WEEK	(May 21 - May 28).	
May 22	WORLD TRADE WEEK	(May 22 - May 29).	
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL STATLER GRAND BALLROOM
	Preview of popular price Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN Summer clothes by Margaret Newman will be shown at a luncheon show for benefit of the Denver Home for Aasthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 65TH
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW OF SEPTEMBER CAREER ISSUE Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, "Glamour", LE. 2-7500.	GLAMOUR MAGAZINE	HOTEL PIERRE COTILLION ROOM
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	NINTH ANNUAL NATIONAL SEWING CONTEST The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM

RADIO AND TELEVISION FASHION NEWS

Friday April 1 1:30 P.M.- 2:00 P.M.	TELEVISION: "VANITY FAIR" Lilly Dache will be interviewed and will present a showing of her millinery and other fashions. Hostess: Dorothy Doan. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV, CHANNEL 2
Beginning Monday April 4- April 8 6:15 P.M.- 6:30 P.M.	RADIO: "YOU AND FASHIONS" Series of pre-Easter fashion programs to be broadcast each evening during the week, from 6:15 P.M. to 6:30 P.M.: <u>Monday, April 4:</u> Elizabeth Ann Tucker, former Powers model, reporting what women are buying; <u>Tuesday, April 5:</u> Perkins H. Bailey, fashion editor of Look Magazine, reporting on men's fashions; <u>Wednesday, April 6:</u> Mrs. Michelle Murphy, curator of costumes and research consultant on Industrial design for the Brooklyn Museum, reviewing "The Fashion Parade"; <u>Thursday, April 7:</u> Dorothy L. Wallis, Women's Wear Daily columnist, speaking on "The Business of Fashions"; <u>Friday, April 8,</u> Ralph Linton, author, professor of anthropology at Yale, speaking on "Psychology of Fashions". Producer: Leon Levine. Publicity: Helen Brattrud, PL. 5-2000.	CBS, 880 ON DIAL
Thursday April 7 10:00 P.M.- 10:30 P.M.	RADIO: "THIS IS PARIS" Guest designer will be Jacques Heim on the weekly radio program which originates from Paris and is recorded and flown to the U.S. for rebroadcast. Maurice Chevalier is the star each week. Publicity: Maria Caterine, Mutual Broadcasting System, PE. 6-9600.	STATION WOR, 710 ON DIAL

MUSIC...MOVIES...THEATRES...TELEVISION

Friday April 1 PREMIERE: "THE FAN" (Movie) ROXY THEATRE, 50TH & 7TH AVENUE Twentieth Century Fox presents a screen adaptation of Oscar Wilde's satire "Lady Windermere's Fan". Starring Jeanne Crain, Madeleine Carroll, George Sanders. Producer and Director: Otto Preminger. Wardrobe: Rene Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.

Tuesday April 5 OPENING: "THE IVY GREEN" LYCEUM THEATRE, 45TH EAST OF B'WAY Hall Shelton presents Judith Evelyn and Hurd Hatfield in a new play by Mervyn Nelson, with Carmen Mathews, Ernest Cossart and Daniel O'Herlihy. Staged by Roy Hargrave. Settings and Costumes by Stewart Chaney. Music by Andre Singer. Publicity: Sol Jacobson, LU. 2-4993.

Wednesday April 6 PREMIERE: "BRIDE OF VENGEANCE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST. Paramount Pictures present a drama of intrigue and romance during the Italian Renaissance based on the story of the Borgia family. Starring Paulette Goddard, John Lund and Macdonald Carey with John Sutton, Albert Dekker and Rose Hobart. Producer: Richard Maibaum, Director: Mitchell Leisen. Costumes: Mitchell Leisen in association with Mary Grant. Publicity: Rex Taylor, BR. 9-8700.

Wednesday April 6-
April 10 NEW YORK CITY OPERA COMPANY N.Y. CITY CENTER, 131 WEST 55TH ST.
WEDNESDAY, APRIL 6: TALES OF HOFFMANN, (Offenbach). Conductor: Morel.
THURSDAY, APRIL 7: OLD MAID AND THE THIEF, & THE MEDIUM (Menotti).
FRIDAY, APRIL 8: CARMEN, (Bizet). Conductor: Morel.
SATURDAY, APRIL 9: MADAMA BUTTERFLY, (Puccini). Conductor: Martin.
SUNDAY, APRIL 10: (Mat.) LA TRAVIATA, (Verdi). Conductor: Morel.
SUNDAY, APRIL 10: (Eve.) OLD MAID AND THE THIEF & THE MEDIUM, (Menotti)
Publicity: Margaret Hartigan, CI. 6-7474.

Wednesday April 6-
May 8 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 40TH ST. & 8TH AVE. Ringling Bros. and Barnum & Bailey Circus at 2:15 P.M. and 8:30 P.M. daily. Tickets: \$1.20 to \$6.00. Publicity: Roland Butler, CI. 6-6600.

Thursday April 7 PREMIERE: "A CONNECTICUT YANKEE" (Movie) RADIO CITY MUSIC HALL, 6TH & 50TH Paramount Pictures present a technicolor version of the Mark Twain classic, starring Bing Crosby, with Sir Cedric Hardwicke, William Bendix and Rhonda Fleming. Producer: Robert Fellows. Director: Tay Garnett. Publicity: Rex Taylor, BR. 9-8700.

Thursday April 7 PREMIERE: "CITY ACROSS THE RIVER" (Movie) CAPITOL THEATRE, B'WAY AT 51ST Universal-International will present a production based on Irving Shulman's novel about juvenile crime in Brooklyn's tenement areas, "The Amboy Dukes". Actually filmed in Brooklyn, the cast features Stephen McNally, Sue England and Barbara Whiting, with Drew Pearson as narrator. Producer and director: Maxwell Shane. Publicity: Hilda Brenon, CI. 7-7100.

Thursday April 7 OPENING: "SOUTH PACIFIC" MAJESTIC THEATRE, 44TH ST. WEST OF B'WAY Richard Rodgers and Oscar Hammerstein 2nd, in association with Leland Hayward and Joshua Logan, present a new musical play based on the Pulitzer Prize Winning Novel by James A. Michener. Starring Mary Martin and Ezio Pinza. Scenery and Lighting: Jo Mielziner. Costumes: Motley. Publicity: Michel Mok, CI. 6-7889.